



digital **me**

Committed to improving job prospects



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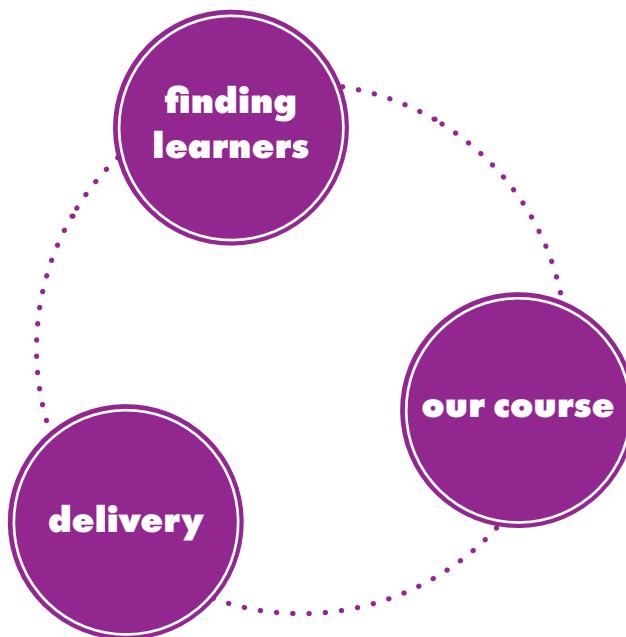


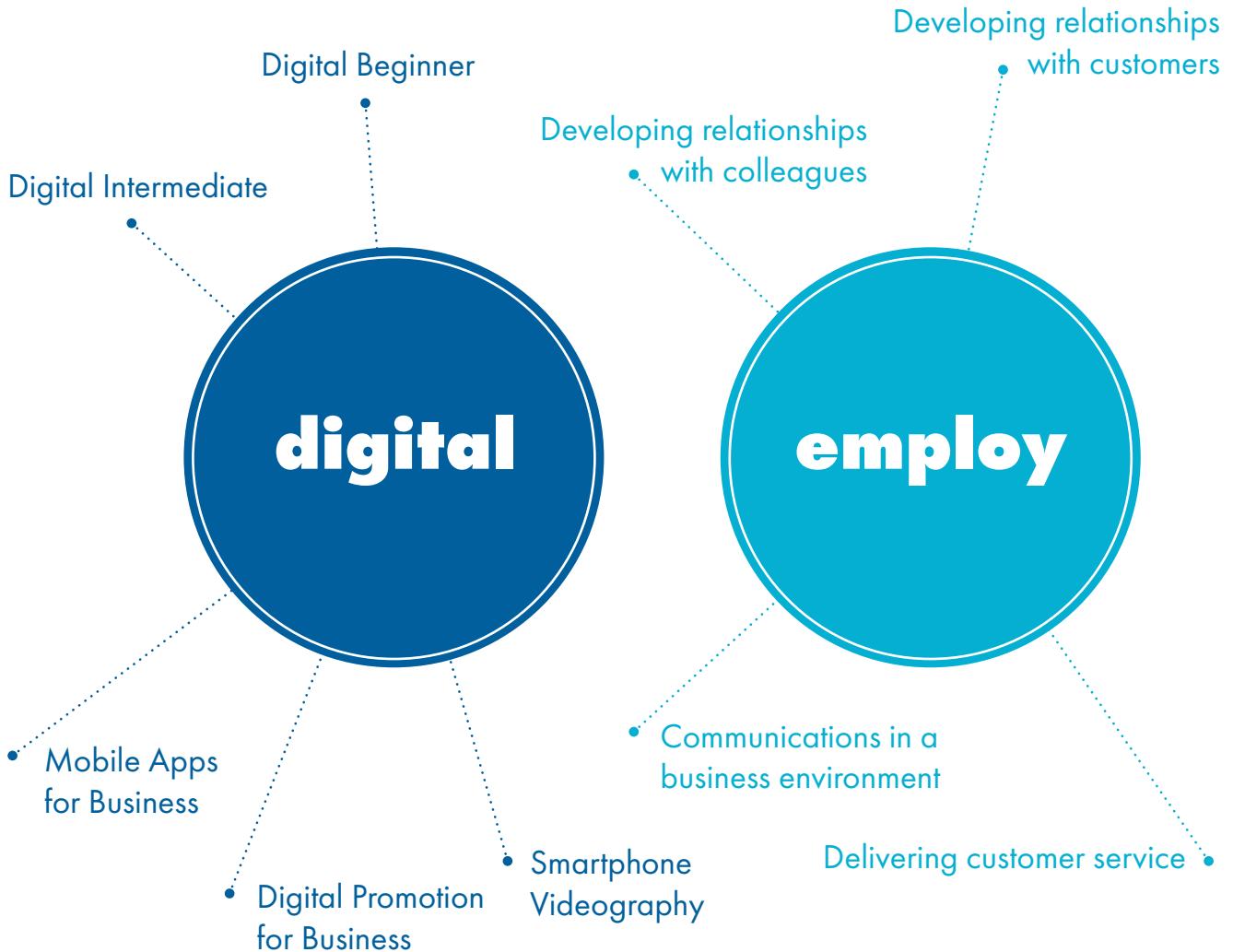
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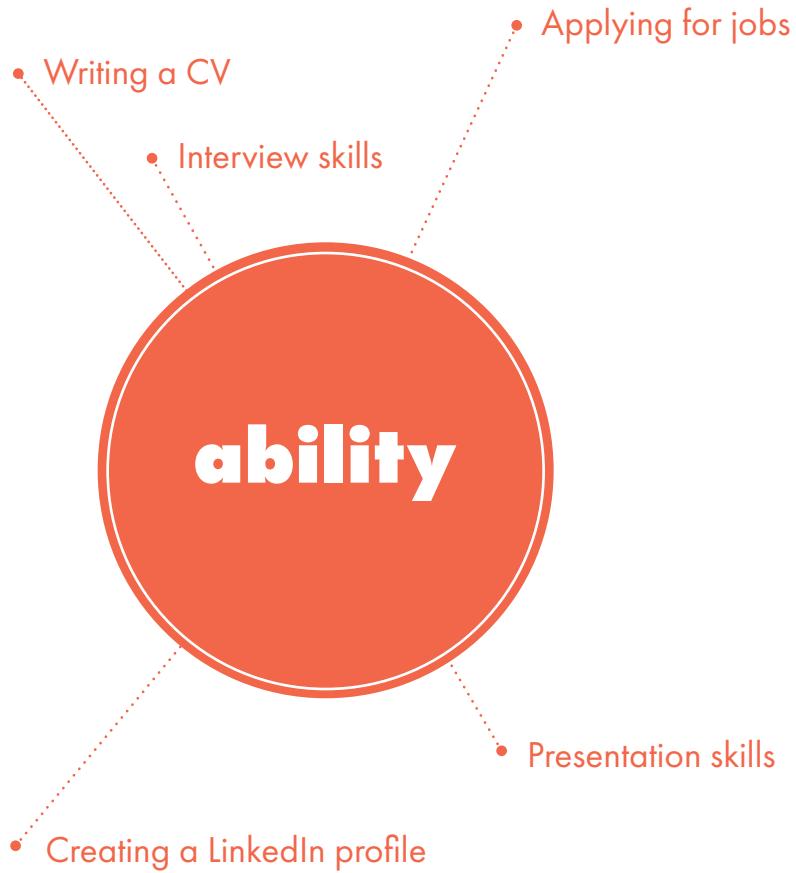
ABOUT DIGITAL ME

Digital Me is a division of Bsmart Training and was set up to meet the huge demand for finding and engaging with people, aged 16-29, who are not in education, employment or training (NEETs).

We offer the full circle service and some of our courses are nationally accredited with NCFE.







Although we live in an increasingly online world, a significant part of the population remains digitally excluded. One in 10 adults has never used the internet and many more are missing out on the opportunities the digital world offers, whether through lack of connectivity, digital skills or motivation.

To address this digital divide between those who have been able to embrace the digital world and those who have not, we are offering an entrance level digital skills course to cover the following:



Setting up an email address



Use a search engine to find information



Search for deals on comparison websites



Bookmark useful websites and services most often used



Keep in touch using email, instant messaging, video calls and social media



Leave feedback on shopping websites and services providers about purchases or experiences



Post on forums to connect with communities



Store data on a device or in the cloud



Manage a bank account



Understand and use marketplaces to buy and sell



Access support services such as live chat



Create a social media post



Create a text document (e.g. CV)



Create and share a photo album



There is a massive digital skills gap in the UK's workforce. An estimated 40 per cent of businesses are choosing to hire more digitally knowledgeable employees to address the digital skills gap rather than train up mid-level employees. The course aims to deliver digital skills needed by employers.

Topics include:



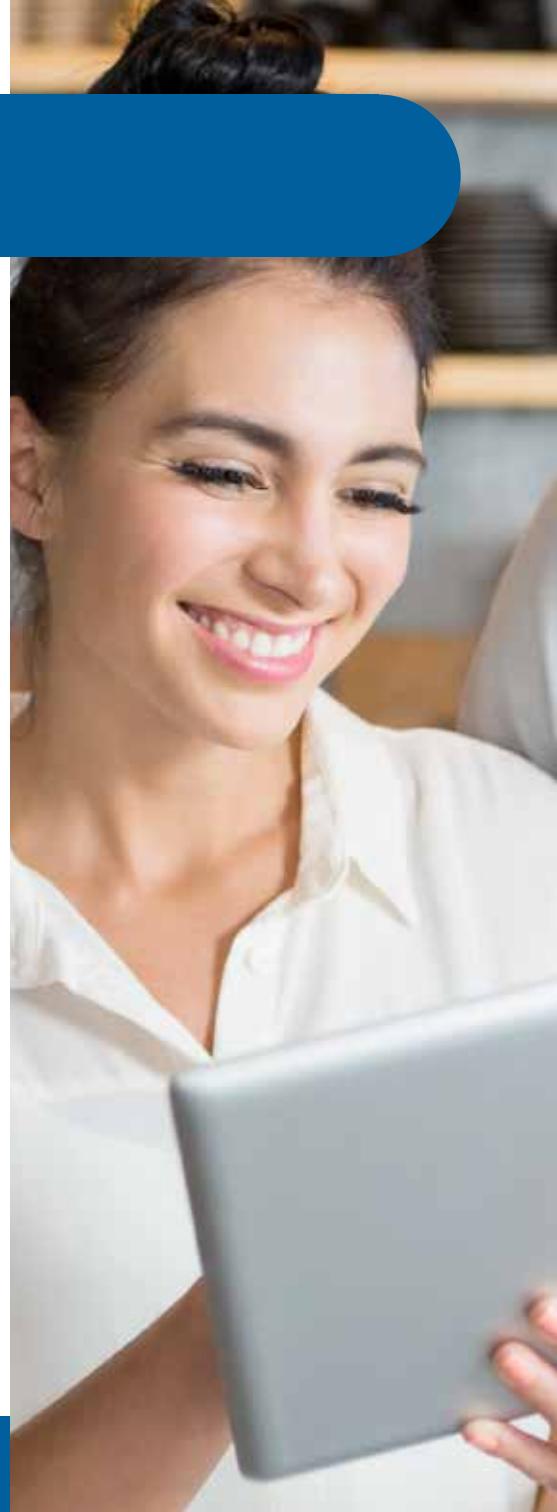
Digital Promotion



Mobile Apps



Videography



This course – NCFE Level 2 accredited - will give a learner the knowledge and skills to plan and execute online marketing campaigns for business. This will help a prospective employer to communicate about their business much better to current and prospective customers.

Units include:

- Understanding Search Engine Optimisation (SEO)
- Creating effective digital promotional activity for business
- Social Media for Business

ncfe.

Accredited by NCFE



Learners will discover how to develop, amend and update a smartphone app and propel their potential employer into the world of mobile marketing. Very few companies have an app so this skill could help them stand out from the crowd when it comes to landing an interview or job.

Units include:

- The role a smartphone app plays in business
- Creating a Smartphone app
- Marketing the app



This unique course will show learners how to film, edit and upload top quality videos to channels such as YouTube, saving a potential employer hundreds or thousands of pounds a year in marketing.

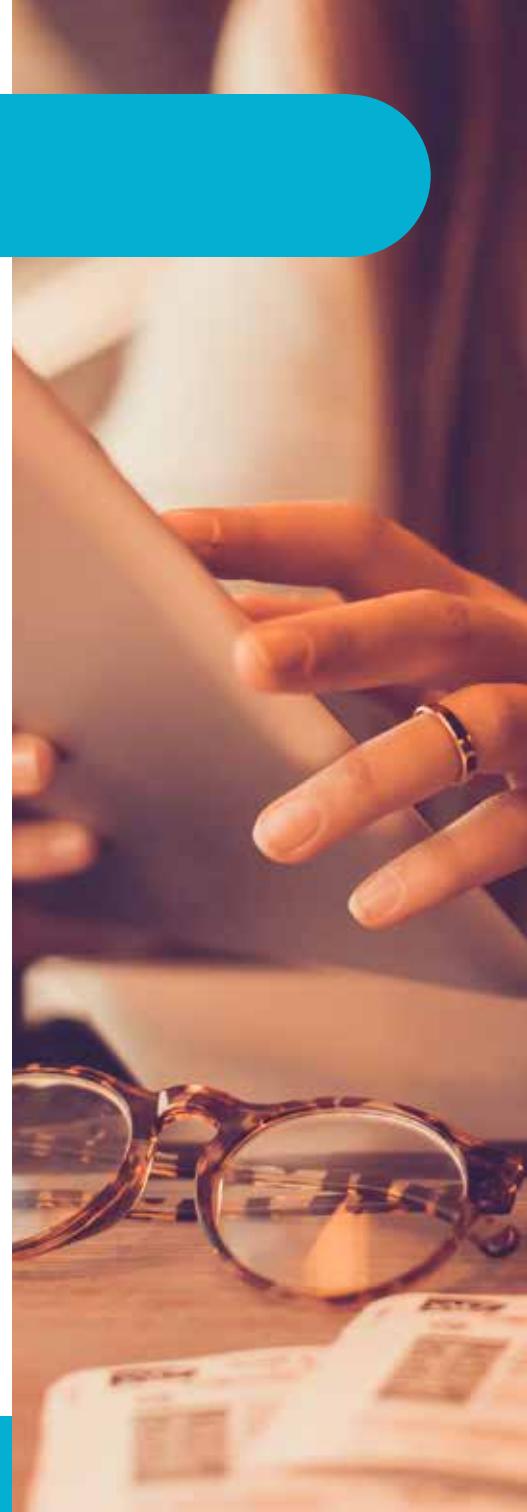
Units include:

- Filming with the smartphone
- In front of the camera
- Editing the film on a smartphone



Many SMEs do not have the budget to employ solely marketing specialists- they will be seeking potential employees who can offer two or more core skills. So when a search comes down to two people with similar backgrounds and core competencies, the one who can 'wear many hats' is more likely to get the nod.

Part of the course focuses on essential business administration. A good administrator who can also utilise digital channels to help market the company online is more likely to land a job than a good administrator with no marketing skills.



We are keen to give learners some of the essential business administration skills including:



Developing relationships with colleagues



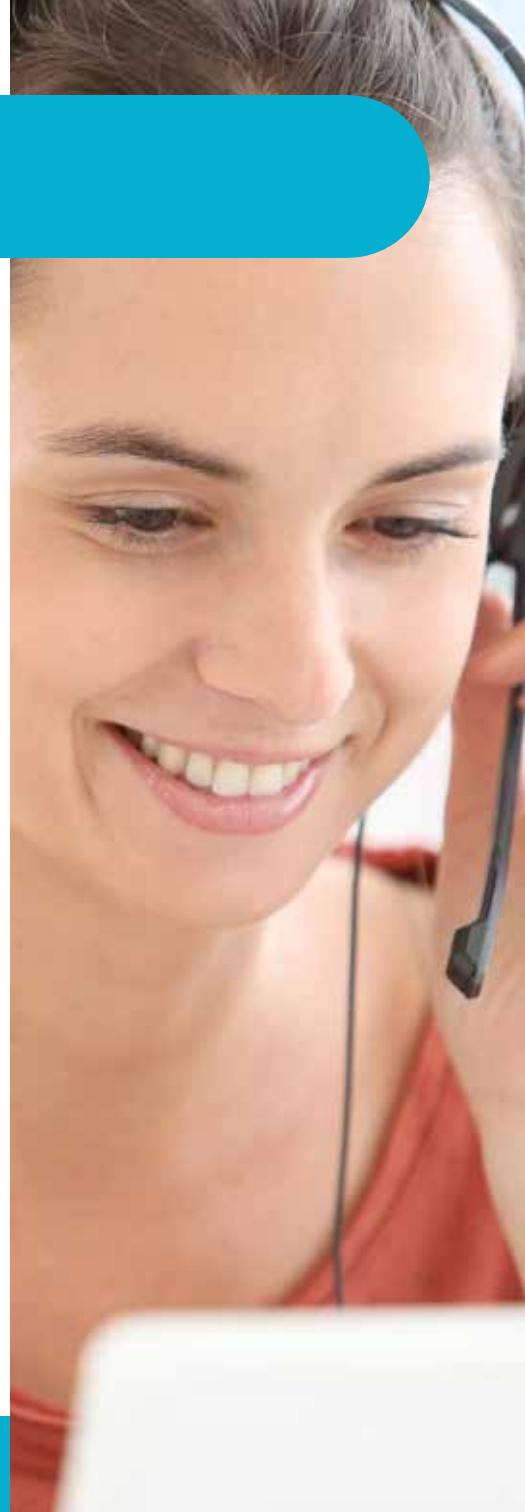
Developing relationships with customers



Delivering customer service



Communications in a business environment



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ABILITY OVERVIEW

Employers place a lot of emphasis on finding candidates with the right skills and competencies for their organisations. However, candidates who might be suitable don't even get to the interview stage because they do not know how to write a good CV.

Our course includes tips from stage one of landing a job interview through to securing that much-coveted full-time role.



Learners who may never have applied for a job or been out of work for some time may be rusty with the skills needed to find work. A section of the course includes the following:



Applying for jobs



Writing a CV



Interview skills



Presentation skills



Creating a LinkedIn profile



There has never been a better time in history to become an entrepreneur. The internet has changed everything. As part of the courses, learners can discover:



What you need to do to set up your own business



What an online marketing company does



Finding a Unique Selling Point (USP)



Packages



Identifying a clientele



And much, much more...



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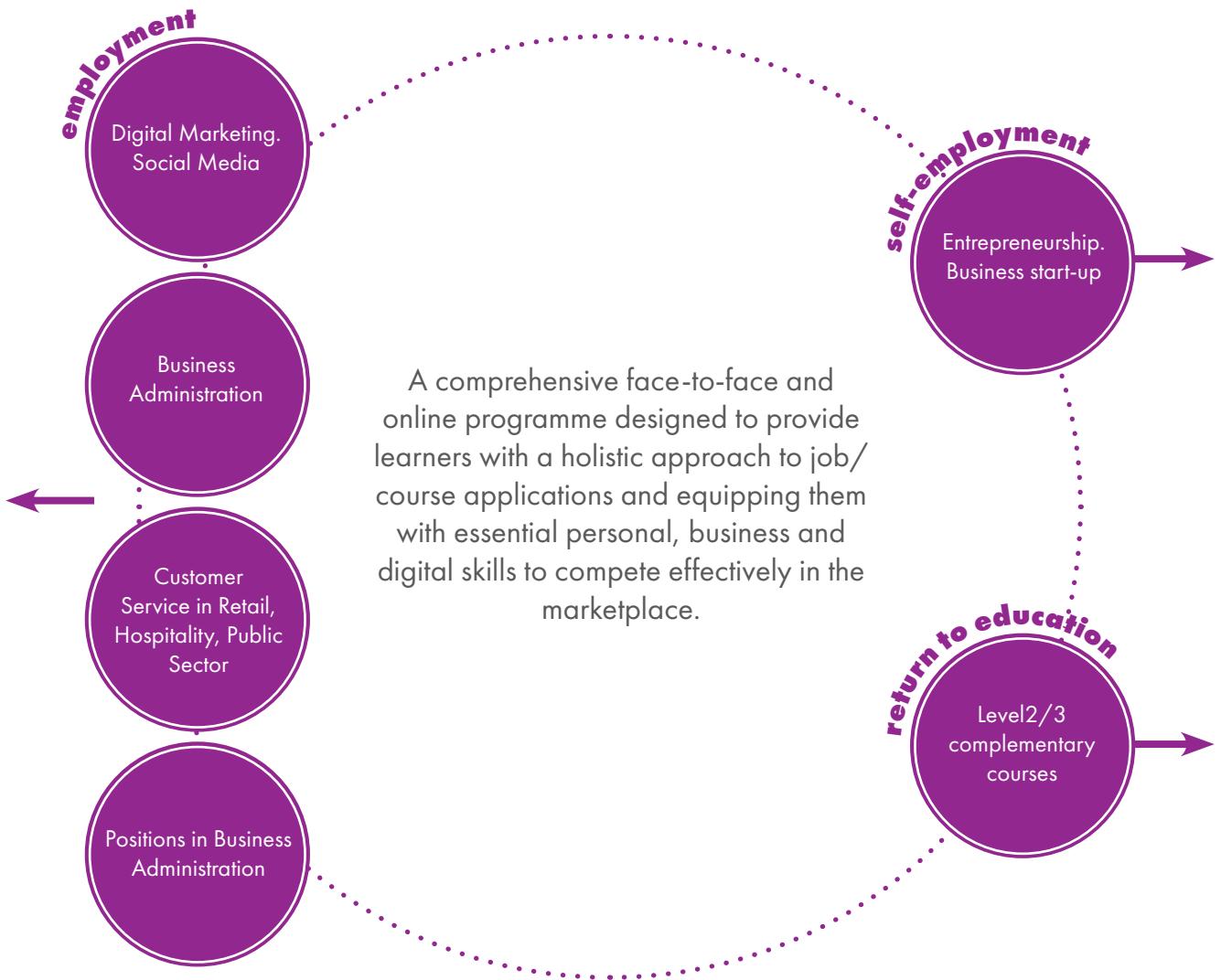
EXAMPLE TIMETABLE

Our courses are very flexible and can be adapted to meet a variety of needs and requirements.

WEEK ONE	Monday		Tuesday		Wednesday		Thursday		Friday	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Career Hacking	Writing a Killer CV and leveraging LinkedIn (5 hours)		The cover letter, the interview and the essential soft skills (5 hours)							
Digital Marketing Tools					Mobile Apps for Business (5 hours)		Building Relationships with Colleagues and Customers (6 hours)		Videography (3 hours)	Team App Design (3 hours)
Entrepreneurs Hub										

WEEK TWO	Monday		Tuesday		Wednesday		Thursday		Friday	
	AM	PM	AM	PM	AM	PM	AM	PM	AM	PM
Career Hacking										Moving Forward: Next Steps (3 hours)
Digital Marketing Tools	SEO and Social Media (6 hours)		Preperation for Business Start Up (6 hours)						Team App Demo and Critique (3 hours)	
Entrepreneurs Hub					Starting a Digital Marketing Business (5 hours)		Starting a Digital Marketing Business (5 hours)			





We fully understand that NEETs are hard to reach. However, we employ a range of tried and tested learner techniques to ensure we engage with and recruit committed and motivated learners.



Call centre activity



Social media campaigns



Offline advertising campaigns



Work with job centres



Engaging with community groups



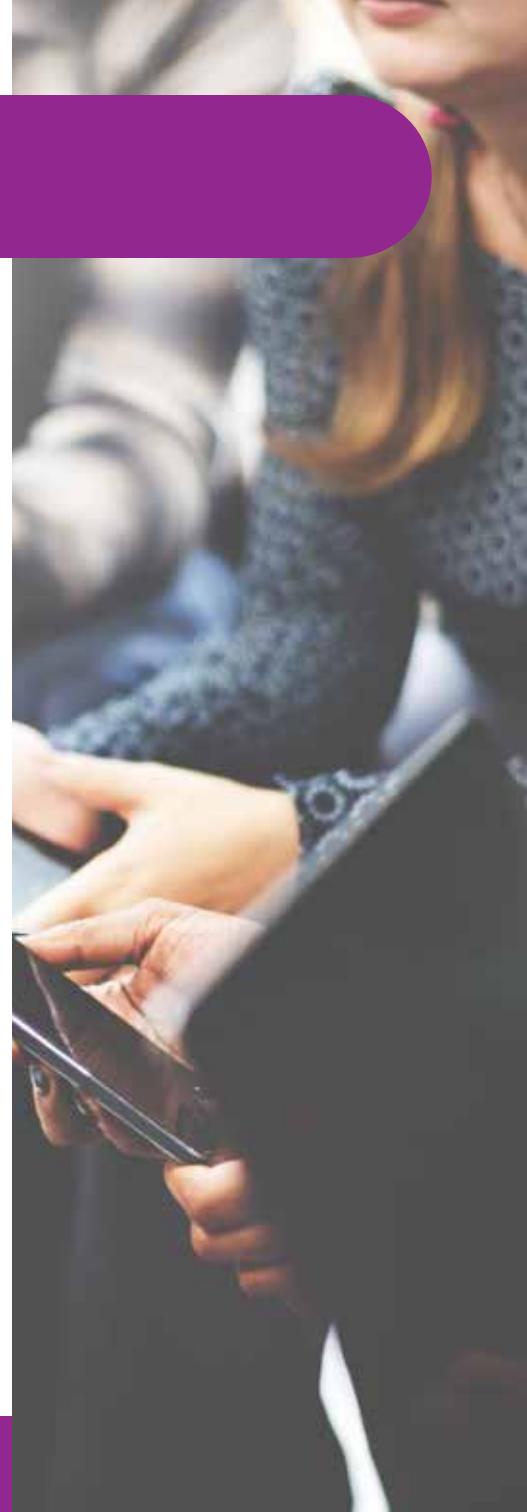
Attend relevant events



We have a team of fully trained and experienced tutors who have the ability and willingness to promote the learning of young people and adults through face-to-face tuition and online tuition.

We offer blended learning with approximately 50 per cent of the course – predominantly the Digital training - completed via our Learner Management System with the other 50 per cent delivered in the classroom.

We also have the facility to train up your own tutors should you wish to follow this route.



BE ME SMARTPHONE APP

We plan to develop an app that can be used during the courses and even months after learners have completed the course. Features of the app include:



Units will be available to learners anytime and anywhere



Notes from the classroom study will be available to review and revise



Tutors can keep in contact with the learners via push notes (free texts)



Learners can email tutors via the app



We can send work trials or job interviews direct to their telephone



And much, much more...



ADDED VALUE



Work trials



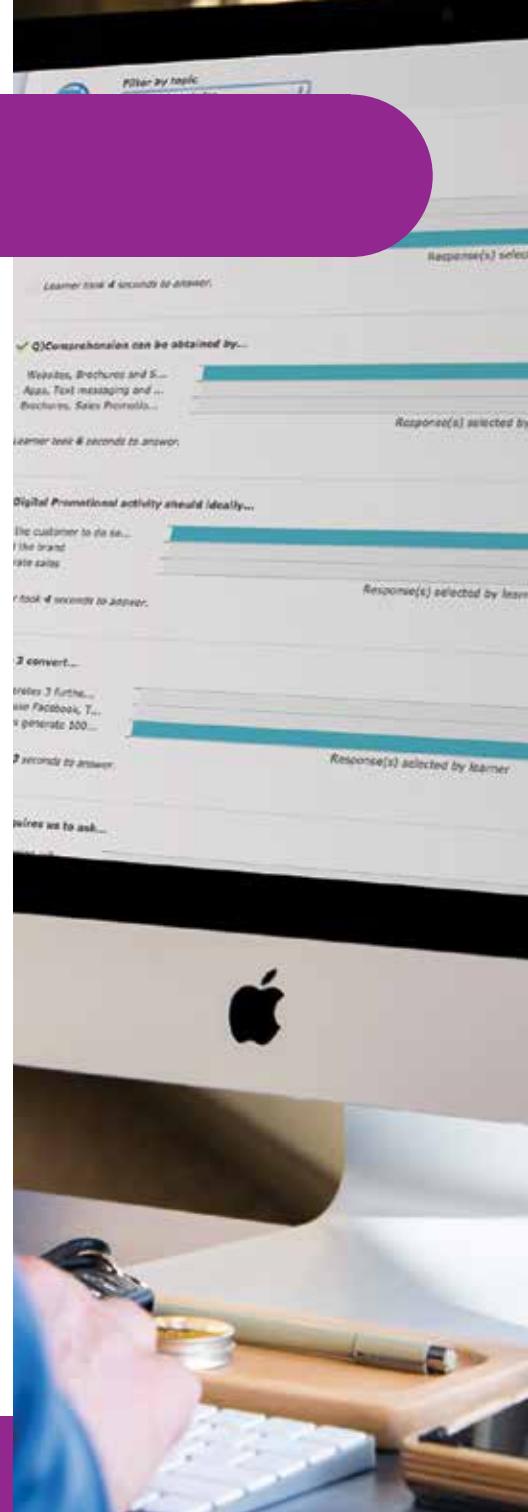
Job interviews



Online learner management system



Full tracking of learners



Pocket CV is an exciting combination of online training and an app, designed to help develop the skills employers want and present them in an innovative way.



Easy to use interface



Create professional looking CVs



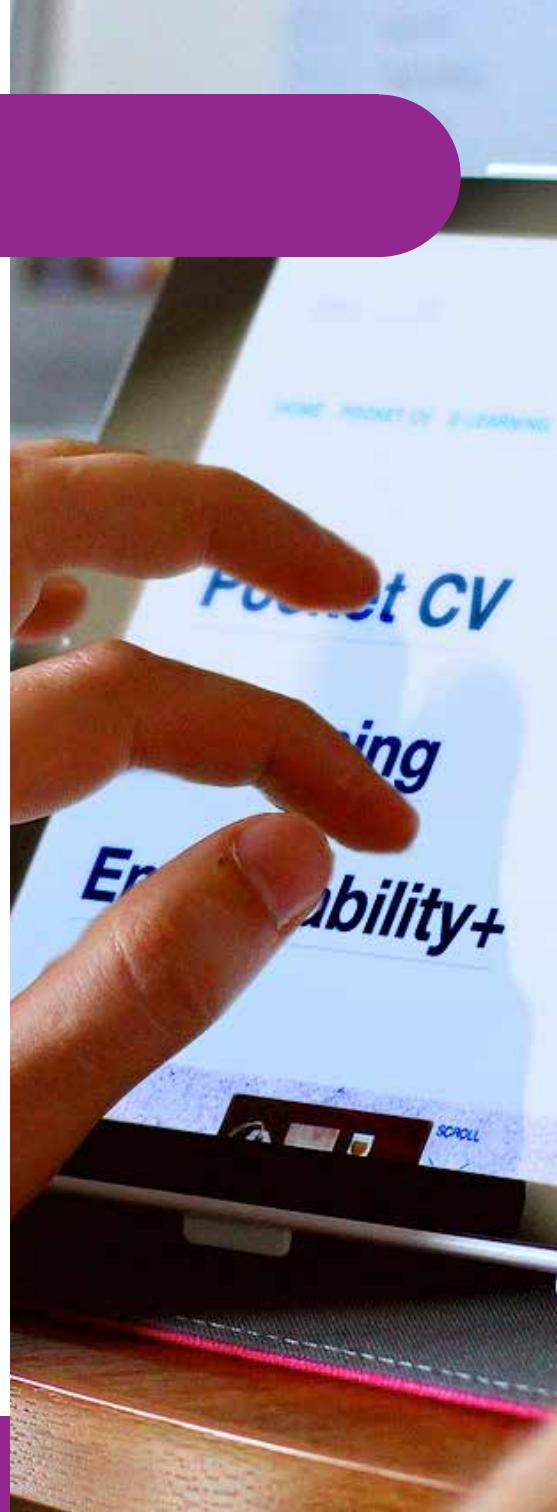
Stored online rather than on paper



Can be viewed by any potential employers quickly and easily



A unique URL that users can use or produce it as an app



EXAMPLE COSTS (number of learners)		10	25	50	100
MODEL A	Course	£390	£370	£320	£245
MODEL B	Learner Find + Course	£450	£430	£380	£305
MODEL C	Learner Find, Course + Delivery*	£595	£575	£525	£450

*Delivery based on using premises supplied by you



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